C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 19

WHERE THERE'S

COS

THERE'S

EFFECT

VIACOM

59th Year 1990

FCC takes charge of finsyn

Networks show off development

20814 MD

4520 EAST-WEST HWY
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Broadcasting Mar 19

Vol. 118 No. 12

Last chance for fin-syn compromise ...

FCC puts pressure on networks and Hollywood to reach agreement on financial interest and syndication rules. PAGE 27.

NBC sells 51% of its Cleveland O&O...

Network agrees to sell control of WKYC-TV Cleveland to Multimedia for about $65 million. Sale would, among other things, give NBC more flexibility to buy additional stations and rescue network in market where it has historically underperformed. PAGE 28.

FCC field hearing...

FCC searches for key to effective competition and

considers whether to hand rate regulation back to cities during commission field hearing in St. Louis. PAGE 29.

Jean Stapelton (l) and Whoopi Goldberg, stars of CBS's 'Bagdad Cafe' (premiering March 30), meet with advertisers during network's unveiling of development plans for 1990-1991 TV season.

30/ **SHOWTIME**
ABC, NBC, CBS and Fox give advertisers preview of programs in development.

33/ **CABLE DRAFT OPPOSITION**
Senate Commerce Committee's staff draft on cable draws complaints from cable, city organizations and telcos.

35/ **MCA GETS 72-EPISODE DEAL**
MCA TV reaches agreement with Fox Television Stations Inc. and its six O&O's for 72-episode production order for *Harry and the Hendersons*, based on theatrical film starring John Lithgow.

38/ **MOVIETIME NAME CHANGE**
Movietime entertainment news cable network changes its name and format, becoming E! Entertainment Television June 1.

44/ **NAB FORUM: GOOD NEWS AND BAD**
During NAB legislative forum, Representative Ed Markey promises to push AM improvement bill and give hearing to if-carry must play arguments. On down side is his hope for children's TV bill, reinstatement of fairness and new political ad rate policy.

46/ **HOPE FOR HDTV**
Included in proposed FY 1991 FCC budget is $500,000 for FCC's HDTV standard-setting effort.

51/ **GOOD BUSINESS FOR CABLE**
National Cable Television Association Chairman Robert Miron says NCTA's new customer service standards makes good business and political sense.

54/ **NPR'S PROGRAMING STRATEGY**
The Thistle and Shamrock moves from APR to NPR as latter redefines its "larger cultural aims."

55/ **ARN FINDS NICHE IN AM**
American Radio Networks lines up more than 250 affiliates for its 24-hour live talk satellite-delivered service.

59/ **ON THE ROAD TO NAB: VIDEOTAPE**
In hopes of attracting more broadcasting buyers, Sony Corp. and Ampex Corp. are offering composite digital VTRs that are more portable and less expensive.

68/ **GAGA BUYS FOX/LORBER**
Japanese firm, GaGa Communications, buys 58% of Los Angeles-based TV video distributor Fox/Lorber Associates.

95/ **LIKE FATHER, LIKE SON**
Building on foundation in syndication laid by his late father, John Claster has expanded Claster Television into animated syndicator, steadily building revenues and viewers.

DEPARTMENTS

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BY THE NUMBERS 1

Television viewers put themselves at the top of the ratings last week with ABC's *America's Funniest Home Videos*, a compilation of audience-submitted material, claiming the top spot and capping a climb begun Jan. 25 when it debuted in 16th place. With *Roseanne* weighing in at number three, ABC had two of the top three shows and four of the top 10. With five of the top 10 shows and 10 of the top 20, however, NBC once again took the week (ending March 11) with a 13.5 rating/23 share.

ABC was second with a 12.2/20, and CBS was third with 11.0/18. CBS's highest-rated entertainment series of the week was *Murphy Brown* (pictured at left), which came in at number 17 with a 16.0/24.

60 Minutes continued its recoup from an earlier slide, finishing in sixth place. In the continuing saga of Andy Rooney, the reinstated correspondent did not appear in a traditional segment, but in

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 24 □ Mar. 5–Mar. 11

Rank/rating		Network		Show
1	▲ 24.1/37	A		*Amer. Funniest Videos*
2	▲ 23.4/36	N		*Cheers*
3	▼ 22.1/34	A		*Roseanne*
4	▼ 21.3/34	N		*Cosby Show*
5	▲ 20.7/32	N		*A Different World*
6	▼ 19.6/34	C		*60 Minutes*
7	▲ 18.7/28	A		*Wonder Years*
8	18.1/31	N		*Golden Girls*
9	▲ 17.9/28	N		*Heat of the Night*
10	▲ 17.5/27	A		*Who's the Boss?*
11	▼ 17.4/29	N		*Empty Nest*
12	▲ 17.2/27	A		*Coach*
13	▲ 17.0/27	N		*Sunday Movie: Perry Mason*
14	▲ 16.7/27	N		*Grand*
14	▼ 17.7/27	N		*Unsolved Mysteries*
16	▲ 16.5/27	A		*Monday Movie: Son's Promise*
17	▲ 16.0/24	C		*Murphy Brown*
18	▲ 15.9/29	A		*Full House*
19	▼ 15.3/24	N		*Matlock*
20	▲ 15.1/23	F		*Simpsons*
21	▲ 15.0/23	C		*Designing Women*
22	▲ 14.9/26	C		*Knots Landing*
22	▲ 14.9/23	N		*Night Court*
22	14.9/24	C		*People's Choice Awards*
25	▼ 14.7/27	N		*Midnight Caller*
26	▲ 14.3/25	A		*Family Matters*
27	▲ 14.1/23	A		*Growing Pains*
28	▲ 13.8/22	A		*Head of the Class*
29	13.6/21	C		*Murder, She Wrote*
30	▼ 13.4/25	N		*Hunter*
31	▼ 13.3/21	A		*Doogie Howser, M.D.*
32	▲ 13.2/23	N		*Ames*
33	▲ 13.0/21	C		*Newhart*
34	▲ 12.8/24	A		*20/20*
35	▲ 12.5/22	N		*L.A. Law*
35	▲ 12.5/19	F		*Married...with Children*
37	▼ 12.4/20	N		*Dear John*
37	▲ 12.4/20	C		*Jake and the Fatman*
37	▲ 12.4/21	A		*Perfect Strangers*
40	▼ 12.2/19	N		*Hogan Family*
40	▼ 12.2/19	A		*MacGyver*
42	12.1/19	N		*My Two Dads*
43	▲ 11.9/19	A		*Father Dowling*
44	11.7/21	N		*Quantum Leap*
45	▲ 11.4/19	A		*Just the 10 of Us*
46	11.3/17	N		*Major Dad Special*
47	▲ 11.1/20	N		*ALF*
47	▲ 10.8/18	A		*Elvis*
49	10.8/18	C		*Dallas*
49	10.8/20	C		*His & Hers*
49	▼ 10.8/17	C		*Major Dad*
49	▲ 10.8/18	N		*Nasty Boys*
49	▼ 10.8/17	C		*Rescue: 911*
54	10.7/20	C		*Wiseguy*
55	▼ 10.5/17	A		*Anything But Love*
56	▼ 10.3/17	N		*Monday Movie: Tin Men*
56	▼ 10.3/19	A		*thirtysomething*
58	▲ 10.0/16	A		*Young Riders*
59	▲ 9.5/17	A		*Movie: B.L. Stryker*
60	9.3/16	C		*Olympic Winterfest*
61	▼ 9.2/14	C		*48 Hours*
62	▼ 9.1/15	A		*Sunday Movie: Brewster Place*
62	9.1/17	C		*Falcon Crest*
62	▼ 9.1/17	N		*Mancuso, FBI*
65	▼ 8.8/16	A		*China Beach*
65	▼ 8.8/15	A		*Life Goes On*
67	▼ 8.6/14	C		*Tues. Movie: Runaway*
68	▼ 8.4/15	N		*Baywatch*
68	▼ 8.4/15	A		*Primetime Live*
70	▲ 8.1/12	F		*America's Most Wanted*
71	▲ 7.5/13	C		*Brudys*
71	▲ 7.5/13	A		*H.E.L.P.*
71	▼ 7.5/12	N		*Magical World of Disney*
71	▲ 7.5/14	C		*Connie Chung*
75	7.0/11	C		*Island Son*
75	6.8/11	F		*Open House*
77	5.7/9	C		*Grand Slam*
77	▲ 5.7/8	F		*21 Jump Street*
79	▲ 5.4/9	F		*Booker*
79	5.4/10	F		*Cops Special: Russia*
81	▼ 4.5/7	F		*Alien Nation*
82	4.0/7	F		*Tracey Ullman*
83	3.7/6	F		*Reporters*
84	2.8/5	F		*Fox Movie*
85	▼ 2.7/5	F		*It's Garry Shandling's Show*

Guide to symbols — **Source: Nielsen Media Research**

▼ —Down in rank from last week ▲ —Up in rank from last week ● —Premiere broadcast — —No ranking change

FREEZE FRAMES: Syndication Scorecard *

Week ended Mar. 5

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.4	232	99
2	Jeopardy! (King World)	13.4	221	99
3	Star Trek: Next Generation (Paramount)	11.9	235	98
4	Cosby Show (Viacom)	10.0	204	98
5	Current Affair (20th Century Fox TV)	9.6	192	96
6	Oprah Winfrey (King World)	9.3	217	99
6	Wheel of Fortune, wknd. (King World)	8.8	204	92
8	Entertainment Tonight (Paramount)	8.6	176	96
9	Pegasus II (TeleVentures)	7.1	84	78
10	Fox Premiere Movie	6.4	134	89
10	Geraldo (Paramount)	6.4	199	99
12	Donahue (Multimedia)	6.0	228	99
13	Mama's Family, syn. (Lorimar)	5.9	174	90
14	Family Feud 2 (LBS)	5.7	139	89
14	People's Court (Warner Bros. Domestic TV)	5.7	179	92

The following shows were rated, but not ranked

Wrestling Network	7.3	172	93
World Wrestling Federation (WWF)	9.3	248	98

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CPs	TOTAL
Commercial AM	4,977	253	5,230
Commercial FM	4,273	834	5,107
Educational FM	1,424	270	1,694
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	550	186	736
Educational VHF TV	123	5	128
Educational UHF TV	224	23	247
■ Total TV	1,446	233	1,679
VHF LPTV	300	205	505
UHF LPTV	457	1,509	1,966
■ Total LPTV	757	1,713	2,470
FM translators	1,815	318	2,133
VHF translators	2,722	125	2,847
UHF translators	2,205	403	2,608

CABLE†	
Total subscribers	53,236,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.4%

'By the Numbers' continues from page 12.

a collection of outtakes—sort of like CBS home videos—from previous segments. The Rooney piece was introduced with an allusion to *America's Funniest Home Videos* which bested *60 Minutes* when its hour premiere was rerun opposite a Rooneyless program three weeks ago (Broadcasting, March 5).

Also on Sunday, NBC found a good attorney in *Perry Mason*. Its movie featuring Raymond Burr in the continuing character placed 13th, compared to the week earlier's Sunday movie *Ferris Bueller's Day Off*, which finished 43rd.

Another Sunday night winner was Fox's *The Simpsons*, which came in at number 20, its best showing since its debut in January

MarketScope

Most stock groups were mixed for the week, although cable operators as a group posted a slight decline. Noticeably off was Cablevision Systems (CVC), down 6% to 25¾. Zero-coupon debt of CVC's wholly owned subsidiary, Adams Russell, fell 7% and now yields over 33%, according to Morgan Stanley. One MSO that increased slightly was Mercom (MERC, NASDAQ), which received a 13-D filing last Wednesday from C-TEC Cable Systems, which said it had accumulated a 12% stake. One market observer said C-TEC recently completed purchase of systems adjacent to those of Mercom in Michigan. Dow Jones Newswire report on 13-D: Sandler Capital Management also owns more than 5% of Mercom; said C-TEC indicated it would, continuously evaluate, among other things, the company's [Mercom's] business prospects and financial condition. . . . Mercom rose to 11 bid, up from 10½ bid the prior week. Times Mirror has shown some strength over past month and last week rose to 38⅝, up 1⅜ over three weeks ago. Karen Firestone, manager of Fidelity's select leisure fund, said the stock, while trading at a high P/E ratio, was trading at a low price-to-cash flow ratio, historically speaking. Clear Channel Communications also continued to gain. Slight irony was found in movement of Hollywood deal stocks with MGM, where transaction has been announced, down 3⅜ to 17½. Meanwhile, Orion Pictures, on which no deal has yet been announced, rose 4% to 22½.

Stock Index Notes:

STOCK INDEX 1

BROADCASTING

		Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
N	(CCB) Capital Cities/ABC	508	504	4	00.79	20	9,143
N	(CBS) CBS	179 1/4	182 1/4	- 3	- 01.64	16	4,238
A	(CCU) Clear Channel	14	13 5/8	3/8	02.75	-116	54
O	(JCOR) Jacor Commun.	5 7/8	5 3/4	1/8	02.17	-3	58
O	(LINB) LIN	90 1/2	84 1/4	1 1/4	01.45	46	4,407
O	(OBCC) Olympia Broadcast	3/8	3/16	- 1/16	- 33.33		
O	(OSBK) Osborn Commun.	9 3/4	9 1/2	1/4	02.63	-46	66
O	(SCOMA) Outlet Commun.	19 1/2	20	- 1/2	- 02.50	12	127
A	(PR) Price Commun.	8 1/8	8 1/4	- 1/8	- 02.38	-4	47
O	(SAGE) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	8
O	(SCRP) Scripps Howard	60	60		00.00	30	510
O	(SUNC) SunGroup Inc.	1	2	- 1	- 50.00	-1	2
O	(TLMD) Telemundo	5 5/8	5 1/4	3/8	07.14	-2	128
O	(TVXC) TVX Broadcast	4 3/4	4 5/8	1/8	02.70		34
O	(UTVI) United Television	33 1/2	32 1/2		00.00	5	254

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Mar 14	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
N	(BLC) A.H. Belo	34	35 1/4	- 1 1/4	- 03.54	39	671
N	(AFL) American Family	15	14 7/8	1/8	00.84	14	1,217
O	(ACCMA) Assoc. Commun.	33 1/4	34 3/4	- 2 1/2	- 07.19	-73	609
N	(CCN) Chris-Craft	33	34	- 1	- 02.94	1	788
O	(DUCO) Durham Corp.	21	20 1/4	3/4	03.47	30	281
N	(GCI) Gannett Co.	40 3/4	40	3/4	01.87	10	9,578
O	(GACC) Grist Am.Comm.	6 1/4	6 1/2	- 1/4	- 02.94	-2	288
A	(HTU) Heritage Media	3 5/8	3 5/8		00.00	-3	184
N	(JP) Jefferson-Pilot	39 3/8	39 3/4	- 3/8	- 00.94	11	1,450
N	(LEE) Lee Enterprises	28	28 5/8	- 5/8	- 02.18	15	693
N	(LC) Liberty	47 3/8	47	3/8	00.79	24	401
N	(MNP) McGraw-Hill	52 3/4	53 3/4	- 1	- 01.86	13	2,597
A	(MSGA) Media General	29 5/8	30	- 1 3/8	- 04.58	-150	730
N	(MEP) MediaOne Corp.	31 1/4	30 7/8	3/8	01.21	15	583
O	(MMEDC) Multimedia	78	77 1/8	7/8	01.13	25	681

STOCK INDEX 2

	Closing Wed Mar 24	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
A (DIS) New York Times	26	23 3/4	1/4	01.05	13	1,971
B (NWS) News Corp. Ltd.	19 5/8	18 1/4	3/8	02.30	6	4,460
B (PARC) Park Commun.	19 1/2	19 3/4	- 1/4	- 01.26	21	463
B (PLTZ) Pulitzer Publishing	27 1/4	25	- 3/4	- 02.67	13	395
B (SCL) Scripps Howard	5 1/8	5	1 1/8	22.50	-8	495
B (SFR) Sussex Ltd.	54 5/8	51 5/8	- 1	- 01.93	28	22,567
B (TNAP) Tribune Commun.	149	144	2	01.40	42	144
B (TRC) Times Mirror	36 1/2	35 1/4	2 1/4	06.20	15	4,351
B (TWX) TBS Communications	1/8	1/8		00.00	-1	
B (TRB) Tribune	43 3/4	42 5/8	1 1/8	02.63	14	3,592
A (TBSA) Turner Broig. 'A'	47 3/8	45 1/8	2 1/4	04.92	-61	2,349
A (TBSB) Turner Broig. 'B'	48 3/8	42 5/8	2 3/4	06.45	-58	1,216
A (WPSR) Washington Post	275	275		00.00	19	2,469
PROGRAMING						
B (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CLE) Color Systems	2 1/4	2 1/2	- 1/4	- 10.00	-1	12
B (DCPI) dbk dark prod.	6 1/8	6 1/4	- 1/8	- 02.00	22	50
B (DIS) Disney	115 3/8	111 7/8	3 1/2	03.12	22	15,523
B (FNWS) Financial News	7 1/8	7 3/8	- 1/4	- 03.38	32	128
A (FD) Fries Entertain.	2 3/8	2	3/8	18.75	-2	11
A (HBH) Harlinga Entertain.	1 1/4	1 1/8	1/8	11.11	-1	9
A (HSN) Home Shopping Net.	6 7/8	6 3/8	1/2	07.84	42	617
B (KWP) King World	40 1/8	38 7/8	1/4	00.62	13	1,013
B (LIVE) Live Real Entertain.		3/16	- 1/32	- 16.66		0
B (MCA) MCA	54 1/8	50 1/8	- 1 5/8	- 02.89	20	3,994
B (MGM) MGM/UA Commun.	17 1/4	17 3/4	- 1/2	- 02.81	-11	579
A (QVH) Nelson Holdings	9 3/4	8 1/2	1 1/4	14.70		42
B (NNET) Nostalgia Network	1 1/4	1 3/8	- 1/8	- 09.09	-1	7
B (OPC) Orion Pictures	22 1/4	21 3/8	7/8	04.08	37	401
B (PCI) Paramount Commun.	48 1/8	46 1/2	5/8	01.37	14	5,490
B (PLA) Playboy Ent.	14 1/4	13 3/8	7/8	05.54	-106	134
B (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		28
B (QVCN) QVC Network	17 1/4	16 1/4	1	05.15	28	173
B (SPCC) Shoreb Commun.	6 3/4	6 3/4		00.00	-6	65
B (SPICA) Republic Pic. 'A'	8 1/4	7 5/8	5/8	08.19	91	35
B (SPICB) Republic Pic. 'B'	7 3/4	6 1/2	1 1/4	19.23	88	33
B (SP) Spelling Entertainment	10	10 1/8	- 1/8	- 01.23	67	331
B (USVD) Video Jukebox Net.	8 3/4	8 1/8	5/8	07.69	-67	82
B (WORD) Wordwood Ono	8 7/8	7	- 1/8	- 01.78	-4	98
SERVICE						
B (ABRP) Ambrose Group	3 5/8	3 5/8		00.00	-2	33
B (BBBB) Barnes & Noble	14	14 3/8	- 3/8	- 02.60	18	176
B (CQI) Comsat	36 1/4	35 1/2	3/4	02.11	10	604
B (DNB) Dun & Bradstreet	46 7/8	46 3/8	1/2	01.07	15	8,703
B (FCB) Foote Cone & B.	26 5/8	26 3/8	1/4	00.89	19	344
B (GREY) Grey Advertising	150	146	4	02.73	13	171
B (GPTI) GTE Communications	6 3/4	6	1/4	- 02.77	437	48
B (IPG) Interpublic Group	33 1/8	32 7/8	1/4	00.76	16	1,148
B (OMCM) Omnicom Group	23	23 1/2	- 1/2	- 02.12	12	600

	Closing Wed Mar 24	Closing Wed Mar 7	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
CABLE						
A (ATN) Acton Corp.	12 1/2	12 3/4	- 1/4	- 01.96	7	19
B (ATCMA) Am. TV & Comm.	34	33 1/4	3/4	02.25	41	3,708
B (CTEX) C-Tec Corp.	18 3/4	19 1/4	- 1/2	- 02.59	25	319
A (CVC) Cablevision Sys. 'A'	30 3/4	32	- 1 1/4	- 05.36	-4	570
A (CTY) Century Commun.	8	9 1/4	- 1 1/4	- 13.51	-10	521
B (CMCSA) Comcast	14 3/8	14 3/8		00.00	-11	1,613
A (FNU) Falcon Cable Systems	10 7/8	10 5/8	1/4	01.50	-29	107
B (JOIN) Jones Intercable	10 7/8	11 1/4	- 3/8	- 03.33	-5	135
B (KBI) Knight-Ridder	50 1/8	54 3/4	- 1 3/8	02.51	12	2,907
T (RCLA) Rogers Commun. 'A'	100	136	- 2	01.90	-30	481
T (RCLB) Rogers Commun. 'B'	99 1/2	99 1/2		00.00	-23	1,089
B (TCAT) TCA Cable TV	33 1/2	33 5/8	- 1/8	- 00.91	28	328
B (TCOMA) Tele-Commun.	34 1/8	35	- 3/4	- 05.00	-29	5,028
B (TWX) Time Warner	99	100 1/4	- 1 1/4	- 01.24	220	6,367
B (UACCA) United Art. Ent. A	13 3/4	14 3/4	- 1	- 06.77	-7	1,915
B (UACCB) United Art. Ent. B	14 7/8	15	- 1/8	- 00.83	-7	993
B (VIA) Viacom	53 3/8	53 1/2	- 7/8	- 01.63	24	2,808
B (WU) Western Union	7 5/8	7 5/8		00.00		54
EQUIPMENT & MANUFACTURING						
B (AMP) AMP Inc.	53 5/8	51 1/4	3/8	00.46	14	16,204
B (ARW) Arrow Industries	13 1/8	14 3/8	3/4	05.21	39	284
B (CSU) C-Cor Electronics	11	10 1/4	3/4	07.31	9	45
B (CMY) Cipher	2 7/8	3	- 1/8	- 05.25	-13	21
A (COH) Coho	10 1/8	9 3/4	3/8	03.84	7	19
B (EK) Eastman Kodak	36 7/8	38 7/8	- 1	- 02.50	13	12,511
B (GRL) Gen. Instrument	30 3/8	34 3/4	5/8	01.79	11	960
B (GE) General Electric	63	62 5/8	3/8	00.59	15	56,846
B (GRS) Harris Corp.	33 5/8	36 1/8	1 1/2	04.97	46	1,227
B (IMA) IMA Corp. Inc.	4 3/8	4 1/4	1/8	02.94	437	104
B (IVI) Mark IV Indus.	13 7/8	13 1/8	3/4	05.18	3	180
B (MATT) Matthews Equip.	11 1/2	11 7/8	- 1/16	03.33	88	11
B (MCDY) Microdyne	3 3/8	4	- 3/8	- 09.37	40	14
B (MCOM) Midwest Commun.	4	4		00.00	11	12
B (MOT) Motorola	65 1/4	62 1/4	3	04.81	17	8,495
B (OAK) Oak Industries	1 1/8	1	1/8	12.50	-37	92
A (PTI) Plus Products	1 3/8	1 3/8		00.00		4
B (SPA) Sci-Atlanta	23 1/4	23 1/8	1/8	00.54	14	553
B (SNE) Sony Corp.	51 3/8	53 1/8	- 1 1/2	- 02.82	23	14,580
B (TEK) Tektronix	13 1/2	13 1/8	3/8	02.85	150	380
B (VAR) Varian Assoc.	24 1/2	23 1/2	1	04.25	16	409
B (WGNR) Wegener	1 7/8	2	- 1/8	- 06.25	9	13
B (WX) Westinghouse	73 3/8	76	- 3/8	- 00.50	12	10,885
B (ZE) Zenith	9 1/2	9 1/8	3/8	04.10	-9	254
Standard & Poor's 400	299.64		389.28	1.35		60.35

March 27

March 27

■ March 28

March 28-31

■ March 28-April 1

March 29

March 29

■ March 29

March 29-31

March 30

March 30

■ March 30

■ March 30-April 1

March 31

March 31-April 3

April

April 1-3

April 2

■ April 2-4

Errata

NBC ... increase of 57%. ... Average annual increase for ABC, CBS and NBC will be 78%, not 50%.

April 3

April 4

■ April 4

April 5

■ April 5

April 5-8

April 5-9

■ April 6

April 6

■ April 6-7

■ April 6-7

■ April 6-7

April 6-8

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Fox/Lorber goes GaGa

Japanese firm buys into Los Angeles video distributor for $2.68 million

In the latest move by an overseas firm into the American TV programing community, a Japanese film and video distribution firm, GaGa Communications, has purchased a 58% stake in Los Angeles-based TV/video distributor Fox/Lorber Associates.

The move coincides with a Fox/Lorber management buyout of company parent Prism Entertainment Corp., a home video firm that merged with Fox/Lorber four years ago.

In last week's agreement, valued at $2.68 million, a newly formed joint venture of GaGa and Fox/Lorber principals Richard Lorber and David Fox purchased 90% of Prism's share in Fox/Lorber and agreed to surrender 111,000 shares of Prism common stock and options for another 70,000 Prism shares.

Fox and Lorber together will own 31% of the company and Prism will keep 10%. Also to gain an as-yet-undetermined equity option in the company from GaGa's share will be Humax Pictures, a Japanese distribution company and theater owner, which has a joint venture with GaGa for theatrical distribution in Japan.

The deal is not the first involving Prism and GaGa, which have a three-year-old arrangement granting GaGa home video distribution rights for Prism in Japan.

Fox/Lorber President Richard Lorber said the new arrangement gives GaGa an opportunity to expand its rights-buying beyond Japan by giving it access to Fox/Lorber's international distribution expertise, and at the same time gives Fox/Lorber access to GaGa's production financing credit line.

In addition, Lorber said, his company would gain from GaGa new product for its program library, which already has 300 theatrical titles, including Kings Road features "The Big Easy," "Jacknife" and "Rent-A-Cop," and Atlantic Entertainment's "Teen Wolf."

Fox/Lorber will also gain worldwide rights to 150 original episodes of the animated *Transformers*, produced in Japan and shown only in that country.

Lorber said he expected few operational changes in the company as a result of the buyout, but hopes to add to the company's 23-person staff in the international sales and business affairs areas.

He added that new business opportunities for the joint venture may arise in Japan, particularly in the Japanese satellite market, where GaGa already provides program buying representation for several companies involved in the Japan Satellite Broadcasting DBS project. GaGa also has a close program buying relationship, Lorber said, with one of Tokyo's leading independent networks, TV Tokyo.

GaGa, a four-year-old private company partly owned by GaGa President Tetsu Fujimura and 50% owned by the $100 million Japanese prerecorded cassette firm Nihon Tape Corp., has businesses not only in home video distribution, but in theatrical and TV distribution in Japan, in trade publishing and in the financing of feature films. The company last year had approximately $30 million in sales and a staff of 95.

Fox/Lorber was formed in 1981 to begin worldwide distribution of film and video products, primarily to home video, syndication and theaters. The firm later added to its activities the development and packaging of original home video, cable and feature film programing, as well as serving as executive producer on projects licensed for home video. Following the Prism-Fox/Lorber merger four years ago, Fox/Lorber expanded its U.S. domestic TV syndication business and its film library.

Joining the Fox/Lorber board will be Fujimura, other GaGa representatives and a Humax executive. Both Fox and Lorber will join GaGa's board. –AAG

P&G tops cable ad buyers again

Procter & Gamble remained the number-one cable television advertiser in 1989, just ahead of the newly merged Time Warner. P&G spent $37.4 million in 1989, a 24% increase over 1988, while Time Warner spent $36.2 million. They were followed by Anheuser-Busch, KKR and General Mills. The top 10:

Company	'89 expenditure	'88 expenditure	% change
1. Procter & Gamble	$37,363,382	$30,201,826	24%
2. Time Warner	36,217,206	N.A.	N.A.
3. Anheuser-Busch	26,299,899	21,396,567	23%
4. KKR	23,654,132	2,999,190	689%
5. General Mills	21,305,335	20,010,834	7%
6. General Motors	21,039,236	9,200,999	129%
7. Philip Morris	20,503,621	23,071,137	-11%
8. Mars Inc.	13,984,302	9,994,818	40%
9. Sears, Roebuck	13,344,115	4,650,593	187%
10. Chrysler	11,765,347	9,523,877	24%

TV tallies

Fourth-quarter TV

Revenue from client-supplied programing
Fourth quarter '88
Fourth quarter '89
% change

All other gross revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Total gross revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Less advertising agency commissions
Fourth quarter '88
Fourth quarter '89
% change

Total net revenue from time sales
Fourth quarter '88
Fourth quarter '89
% change

Year-to-date TV

Revenue from client-supplied programing
Full year '88
Full year '89
% change

All other gross revenue from time sales
Full year '88
Full year '89
% change

Total gross revenue from time sales
Full year '88
Full year '89
% change

Less advertising agency commissions
Full year '88
Full year '89
% change

Total net revenue from time sales
Full year '88
Full year '89
% change

*Does not include color insertion revenue

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According to figures compiled by the Broadcast Financial Management Association, revenue for the three television networks rose in the fourth quarter of 1989 compared to fourth quarter 1988 ("Closed Circuit," March 12). For the entire year the big three posted a slight drop, but the comparison is skewed since 1988 included Olympic and election advertising.

network revenue: 1989 vs. 1988

(Add 000)

Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
$11,473	$0	$0	$42	$0	$2,116	$0	$13,631
6,838	0	0	361	0	2,040	0	9,239
4,635	704	716	1,000	181	1,076	704	9,016
19,875	10,000	8,700	1,000	7,400	10,000	1,000	57,975**
1,130,607	194,640	87,000	46,000	86,077	180,000	1,000	1,725,324**
10.40	1.94	1.20	0.11	11.63	1.80	1.00	3.36
830,480	150,000	68,300	35,000	72,000	130,000	1,000	1,286,780
1,796,230	337,000	97,000	81,000	86,077	310,000	1,000	3,011,307
16.14	3.03	1.42	0.43	11.63	2.39	1.00	5.84
965,780	150,000	68,300	35,000	72,000	130,000	1,000	1,422,080
1,796,230	337,000	97,000	81,000	86,077	310,000	1,000	3,107,307
16.14	3.03	1.42	0.43	11.63	2.39	1.00	5.84
830,700	150,000	68,300	35,000	72,000	130,000	1,000	1,286,780
1,796,230	337,000	97,000	81,000	86,077	310,000	1,000	3,011,307
16.14	3.03	1.42	0.43	11.63	2.39	1.00	5.84

network revenue: 1989 vs. 1988

(Add 000)

Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
$29,121	$0	$0	$42	$0	$2,116	$0	$31,279
24,731	0	0	361	0	2,040	0	27,132
19,250	704	716	1,000	181	1,076	704	23,631
3,613,287	375,000	87,000	46,000	86,077	180,000	1,000	4,388,364
4,276,548	401,640	344,000	1,000	7,400	10,000	1,000	5,041,588
14.36	2.86	1.78	0.11	11.63	1.80	1.00	3.36
3,642,728	375,000	87,000	46,000	86,077	180,000	1,000	4,417,805
4,295,319	401,640	344,000	1,000	7,400	10,000	1,000	5,060,359
14.36	2.86	1.78	0.11	11.63	1.80	1.00	3.36
549,886	81,141	12,462	180,000	12,000	183,000	13,000	1,031,489
649,200	97,400	16,700	11,000	14,000	200,000	13,000	1,001,300
18.09	8.36	1.79	0.06	1.17	1.09	1.00	2.97
3,096,842	293,859	74,538	401,100	181,077	1,993,000	526,000	6,276,916
3,656,069	347,496	97,000	867,000	181,077	2,110,000	526,000	7,824,642
18.09	8.36	1.79	0.74	9.27	2.22	8.00	3.68

**Includes no political parties/candidates revenue for 1989.

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